



**UPDATED  
Item 6C**

*City of Ceres • City of Hughson • City of Modesto • City of Newman • City of Oakdale • City of Patterson  
City of Riverbank • City of Turlock • City of Waterford • County of Stanislaus*

**TO:** Valley Vision Stanislaus Steering Committee **Staff Report**  
**THROUGH:** Carlos P. Yamzon, Executive Director **Motion**  
**FROM:** Rosa De Leon Park, Deputy Executive Director  
Jaylen French, Associate Planner  
**DATE:** August 23, 2013  
**SUBJECT:** Preferred Valley Vision Stanislaus Scenario

---

### **Recommendation**

#### **By Motion:**

The Valley Vision Stanislaus (VVS) Steering Committee recommends that the Policy Board identifies Scenario 2, New Trend as the preferred VVS Plan scenario.

### **Background**

StanCOG has developed an extensive public outreach effort, including seven (7) presentations to City Councils/Planning Commissions and three (3) public workshops to seek input from the public, community groups, and the local agencies on the Valley Vision Stanislaus scenarios. In addition, we provided a presentation to approximately 350 Modesto High seniors to receive input from the younger population. The intent of this effort is to determine the scenario which best meets the needs of the region, StanCOG's objectives and the goals of the VVS plan.

As part of the VVS Plan development, seven (7) plan goals were approved:

1. **Mobility and Accessibility:** Improve the ability of people and goods to move between desired locations; and provide a variety of transportation choices.
2. **Social Equity:** Promote and provide equitable opportunities to access transportation services for all populations and ensure all populations share in the benefits of transportation improvements; and provide a range of transportation and housing choice
3. **Economic and Community Vitality:** Foster job creation and business attraction, retention and expansion by improving quality of life through new and revitalized communities

4. **Sustainable Development Pattern:** Provide a mix of land uses and compact development patterns; and direct development toward existing infrastructure, which will preserve agricultural land, open space and natural resources
5. **Environmental Quality:** Consider the environmental impacts when making transportation investments, and minimize direct and indirect impacts on clean air and natural resources
6. **Safety and Health:** Operate and maintain the transportation system to ensure public safety and security; and improve the health of residents by improving air quality and providing more transportation options
7. **System Preservation:** Maintain the transportation system in a state of good repair and protect the region's transportation investment by maximizing use of existing facilities

## **Discussion**

During the public workshops, in an effort to identify the public's scenario preferences, participants were asked to rank the VVS plan goals from 1 to 7 based on what is most important to them. According to the public workshops, the public ranked the goals as follows:

- |   |   |
|---|---|
| <b>1. Safety and Health</b>               | <b>5. Sustainable Development Pattern</b> |
| <b>2. Economic and Community Vitality</b> | <b>6. System Preservation</b>             |
| <b>3. Environmental Quality</b>           | <b>7. Social Equity</b>                   |
| <b>4. Mobility and Accessibility</b>      |   |

Participants were then asked to rank the scenarios from 1 to 4 based on each individual's preference on how the scenarios meet the goals.

In general, across the workshops, there was strong preference for both Scenario 3, Moderate Change and Scenario 2, New Trend; and very little support for Scenarios 1 and 4. In total, Scenario 3 slightly edged Scenario 2, however, the total vote was very close and in some cases, Scenario 2 came out on top. It should be noted, amongst the nine (9) online surveys, there was a stronger preference for Scenarios 3 and 4.

What we derived from the public input received is that the public no longer prefers development to occur as it has over the last several decades. The public expressed, both during the visioning process and the scenario workshops, that development should be slightly more efficient than in the past, meaning less total land should be used. This not only saves agricultural land, but also preserves the rural nature of the entire region. It was also clearly expressed that more transportation options should be provided and that relieving congestion and moving people and goods are primary concerns for the public.

In consideration of the public input received and input from the Valley Vision Stanislaus Steering Committee during the Plan development process, StanCOG recommends Scenario 2, New Trend, as the preferred scenario, which will become the basis for the VVS Plan.

StanCOG believes that Scenario 2 best meets the goals of the plan, the objectives of StanCOG's as the regional transportation planning agency, and is consistent with the input received from the public, not only in total selections, but also in terms of concepts/issues raised during the visioning and scenario workshop processes.

It is clear that Scenario 2, New Trend is not business as usual. Scenario 2 incorporates a more efficient land use pattern from the existing pattern, provides a greater emphasis on transit and non-motorized transportation modes of travel (i.e. provide more transportation options) as well as provides an increased emphasis on roadway rehabilitation and operational improvements. This scenario would also maintain the agricultural and rural character desired by the public.

StanCOG will incorporate the input from the VVS Steering Committee on the preferred scenario and will make a recommendation to the Policy Board who will ultimately identify the preferred scenario at their regularly scheduled September 18th meeting. The preferred scenario will become the basis for the VVS plan.